

News from SALEM COUNTY

Office of Public Information

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SALEM COUNTY BUSINESS INVITED TO PARTICIPATE IN "ARTS IN BLOOM" EVENT

SALEM, NJ -- The Salem County Cultural & Heritage Commission is inviting Salem County businesses to participate in the upcoming studio and gallery open house event, "Arts in Bloom," scheduled for May 30-31, 2009. This very special event, organized by the artists themselves, is a celebration of spring at galleries, studios and gardens around the County. The Commission is interested in encouraging visitors to take advantage of the amenities offered by the County's businesses. To accomplish that goal, restaurants, gift shops, garden centers, etc., are invited to offer a special premium "Arts in Bloom" participants.

"This concept supports our goal to increase business through tourism," said Deputy Freeholder Director Beth Timberman. "We want visitors to spend the day, have lunch and dinner, and discover our fine shops while enjoying the arts."

Each studio and gallery location will stamp tourgoers programs; three stamps will entitle the bearer to a premium by presenting their program at the participating businesses. Premiums will only be valid during the open house weekend. Merchants decide the kind of premium they want to offer, be it a discount or some free amenity or special drawing. There is no fee for participating and no admission fee for visitors. All participating merchants will be listed in the program.

"We know that this will be an exciting weekend," said Deputy Director Timberman. "The variety of things to see is extraordinary, from painting and sculpture to metalsmithing and glass art, and many locations are also featuring special performances, from music to toy puppet theatre – something for everyone!"

Interested Salem County business are asked to fill in an Arts in Bloom Business Registration form located at Salem County's web site www.salemcountynj.gov and follow the instructions to the form. For information call the Commission at 856-935-7510 ext. 8384 or 8532. The deadline to register is April 3.